

pre convention
issue the florida
architect oct 1965
quality or
mediocrity



official journal of the florida association of architects
of the american institute of architects, inc.

Ugliness Is MORE Than Skin Deep

By **WILLIAM T. ARNETT, AIA**
President, The Florida Association of Architects



In recent weeks the American Institute of Architects and the Florida Association of the AIA have been providing architects with more and more ammunition for the War on Community Ugliness.

The chapter handbook *War on Community Ugliness: The Great Environment for the Great Society*, the new AIA film *No Time for Ugliness*, and filmstrips such as *Our Alabaster Cities* are weapons for use throughout the nation. The new FAA/AIA film *Florida the Beautiful* is a weapon for use in our own state.

What is this "war" really about? What are the long-range objectives? What role is the profession playing in the campaign?

Suppose that by some sudden miracle all junk yards could be moved back from highways, all billboards eliminated from federally-aided roads, all overhead wires buried, all open spaces planted with trees and flowers. Would this solve the pressing problem of urban ugliness?

I suggest that ugliness is more than skin deep. I suggest that cosmetic measures alone, while desirable and helpful, do not come to grips with the complex urban problems which are the real root of ugliness in America.

Our Urban Areas

American cities are growing at an explosive rate, and most of this

growth is taking place in suburban and peripheral areas. This fringe growth produces problems. Central cities struggle to meet the competition of less expensive land in the outskirts and are left with rings of blighted areas, fantastically expensive to redevelop. Expanding suburban areas often awaken too late to the unregulated growth that is taking place.

So far, this huge urban organism we call the city has had no head and no central nervous system to guide and direct it. It is made up of a host of separate communities of varying size, each functioning independently from the rest and each determined to remain that way.

For example, in 1960 we had some 176 urban regions in the United States. But within these same regions we had more than 16,000 separate administrative units—towns, cities, counties, school districts, toll authorities, and whatnot—each sovereign in its field and each striving to maintain its sovereignty.

Is There a Way Out?

I suggest that urban ugliness, congestion, excess traffic, land crowding, and blight are all by-products of the unplanned growth of cities. Furthermore, I suggest that urban ugliness is sure to persist so long as our present crazy-quilt system of overlapping jurisdiction remains.

What we need is to see the parts and pieces of the whole metropolitan area in relationship to each other. What we need is to develop on a metropolitan area basis the proper relationship of commercial, residential, and open land. What we need is to control on a metropolitan area basis such things as highways, signs, junk yards and landscaping.

At present, these are extremely unpopular concepts. But I suggest that until we learn to make not only visual surveys of our community but also comprehensive plans for good community design, we shall only be making gestures toward the elimination of urban ugliness.

Straws in the Wind

In Florida, there are a few hopeful signs on the horizon, and some not so hopeful.

In 1957, the people of the 26 municipalities and the large, unincorporated area of Dade County created the first truly metropolitan government in the United States. In spite of difficulties, citizens of the Miami area are coming to understand that their interests will be served best by looking at the metropolitan area as a whole, and planning and working for its development.

Of the 50 completely new cities now rising on open land in the United States, 12 are located in Florida. These communities give us a glimpse of what our cities of the future could be like, and provide a laboratory for testing ways and means of providing for the 30 million people who will be added to our American cities in the next decade and a half.

But in the field of planning enabling legislation in Florida, the picture is still not bright. In the last session of the Florida Legislature, the Planning Enabling Bill — Senate Bill No. 775 — failed to receive a favorable recommendation by a tie vote in the Committee on Cities and Towns. Thus, after a decade or more of attempts, Florida remains one of only two or three states without general statewide planning enabling legislation. The "fast buck" is still more important than the community.

Our Responsibility

As design professionals we have a major responsibility.

And as citizens of a great nation we have a responsibility also. "The American people," writes Richard O'Neill, "... are the customers and the trustees of an environment. Today in a democracy the man in the street has the power and responsibility for deciding what his environment will be like, and he will undertake a good one only if he knows what has brought him an ugly one."

The Florida Architect

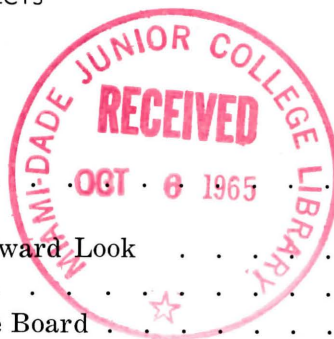
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For Reference

Not to be taken from this room

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FRONT COVER

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Cover graphics created by the Brothers Bogusky.

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FOTIS N. KAROUSATOS
Editor

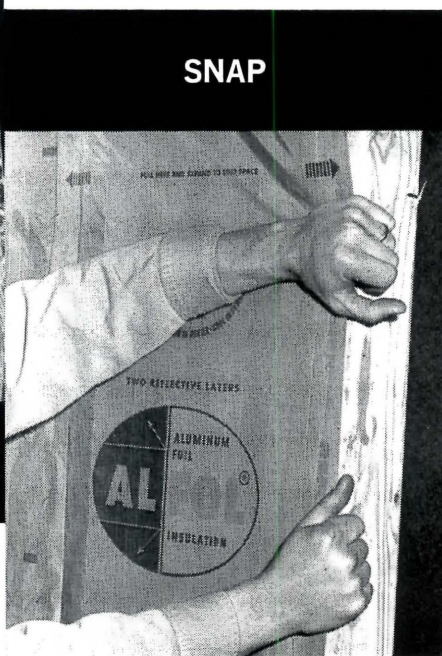
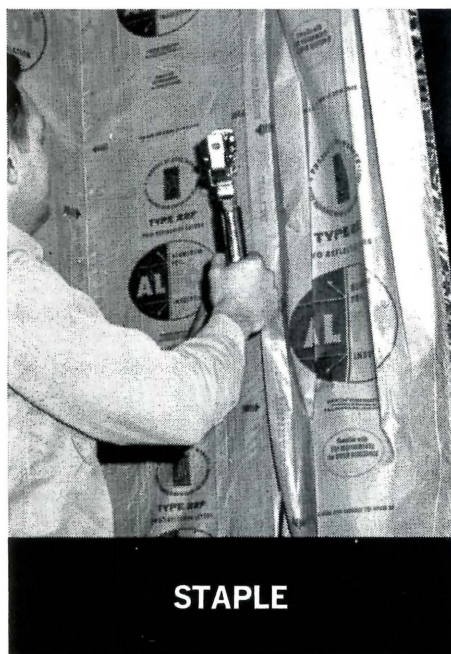
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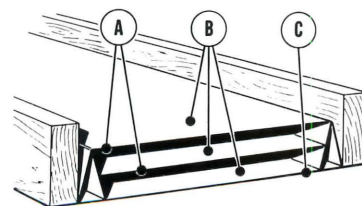
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First Federal Savings & Loan Association of Orlando, Florida



Handsome exterior facade of Orlando's new First Federal Savings and Loan Association . . . a look to the future.

This project was designed to provide office space for the largest Saving and Loan Association in Central Florida, together with ample parking facilities.

The project has a south and west frontage on a corner lot measuring 188 x 194 feet. Two buildings are envolved consisting of a parking deck and the office building.

The parking deck has facilities for parking 309 cars on its four levels plus roof deck. It was constructed by the lift slab method using steel columns and 12" thick concrete slabs.

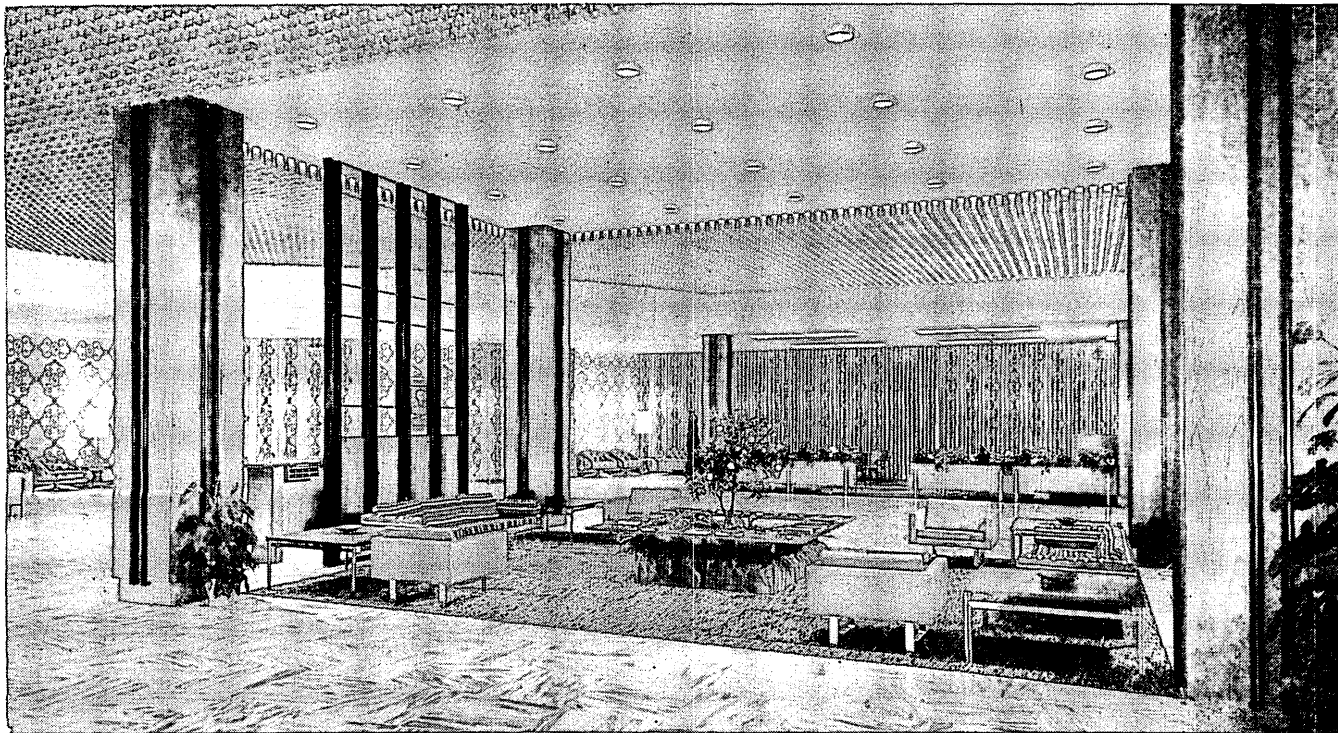
The office building is located west of the parking deck. The elevator lobby was placed adjacent to the parking deck so that entry would be available from each parking level to the various floors of the office building either by stairway or the elevators.

The office building has five floors plus a basement,

providing a total of 95,600 square feet. Two of the five floors are rentable areas and could be used if future expansion of the Association becomes necessary.

The interior of the building has many outstanding features such as ventilated ceiling tile for air conditioning, vinyl wall covering for wainscots, luminous ceiling and marble for the main floor lobby areas, cherry woodwork for teller compartments and wormy chestnut for panelling in various areas.

The exterior of the building was designed for appearance and economy of operating the air conditioning system. The south elevation for the upper floors has no fenestration, and is faced with granite veneer over hollow clay tile. This blank wall serves as an effective background for the aluminum lettering of the Association sign. The west facade for the upper floors has an aluminum solar



Customer's Lounge is invitingly set in wide expanse of marble floor. Luminous ceiling is finished in gold and silver.

screen, shielding the glass fenestrations from direct rays of the sun. Both the south and west facades overhang the first floor giving protection to the plate glass from the direct rays of the sun.

The curved wall located at the southwest corner and main entrance to the First Federal Building has a mosaic tile mural depicting the early history of Central Florida, and the area attainments at the present time. The center panel shows various types of buildings during construction.

The building was designed in cooperation with the Landscape Architect, Artist and Interior Designers during preliminary and working drawing stages.

Architect—L. Alex Hatton

Structural Engineer—Gomer Kraus

Electrical & Mechanical Engineers—Ebaugh and Goethe, Inc.

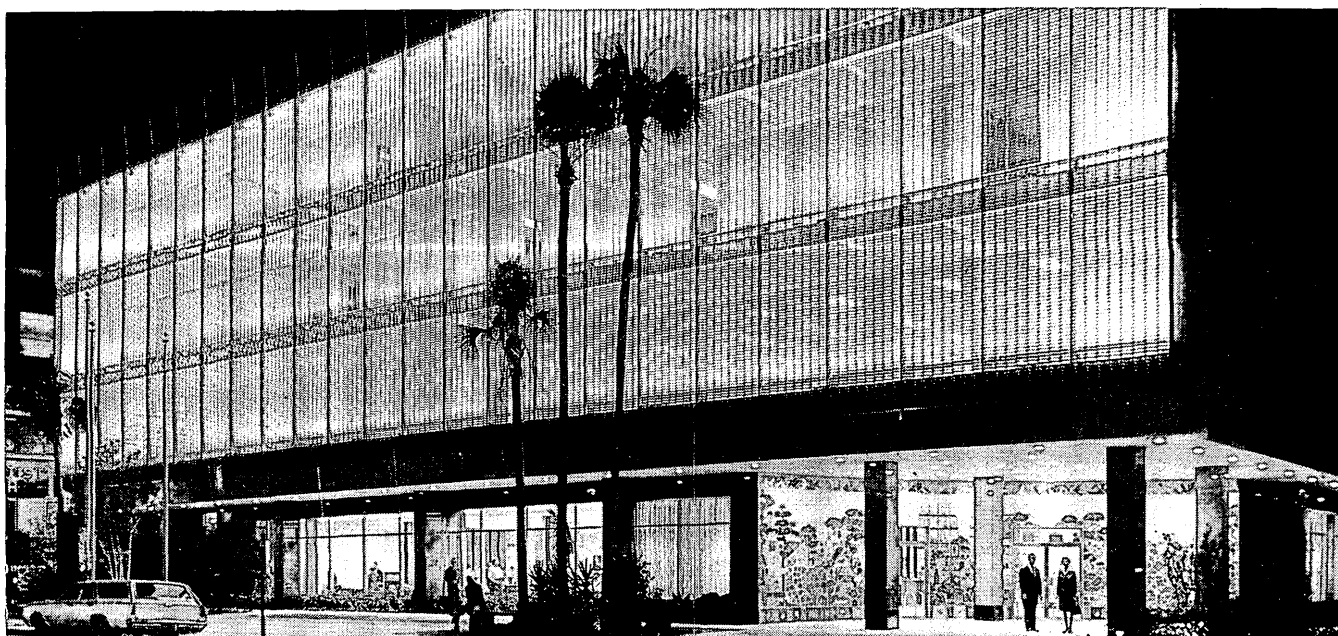
Landscape Architect—Wallis-Streasau & Associates

Mural Artist—Mrs. Kay Pancoast

General Contractor—Paul Smith Construction Company

Interior Designer—Richard Plumer Business Interiors

At night, exciting illumination of this financial institution shows why it has already become an Orlando landmark.



Committee on Resolutions

Guides Convention Business

The following five men have been named as a Resolutions Committee: Sid Wilkinson, Chairman; Mark Hampton; Donald Edge; Hilliard Smith and James Ferguson.

As a matter of helpful information, we are re-printing here the Convention Rules for resolutions and new business.

Resolutions and new business shall be placed before the Convention and actions shall be taken only in the following manner, and at the following times:

1...All resolutions or discussions concerning matters contained in the Board's Report shall be in order and may be placed before the Convention only if the relevant section has been read and is still under consideration. Resolutions concerned with matter contained in the Board's Report shall not be considered by the Committee on Resolutions.

2...All resolutions offered by the Board will be printed in the Board's Report and action taken thereon at the time the relevant sections are placed

before the Convention. Amendments to these resolutions or supplemental resolutions and statements concerning the section under consideration shall be in order only while the relevant section is before the Convention.

3...All resolutions concerning matters not contained in the Board's Report and all matters of new business shall be presented to the Committee on Resolutions before a time set by the Board and report to the Convention.

The Committee on Resolutions will take one of the following actions and report such action to the Convention on each resolution and item of new business received by it:

1...Deem the resolution a matter dealt with in the Board's Report and return it promptly to its sponsor with advice to present it when the relevant section of the Board's Report is before the Convention. The Committee shall consult with the Secretary as necessary in making the above ruling.

2...Deem the resolution inappropriate to come before the Convention and return it promptly to the sponsor with notice that it may be placed directly before the Convention at the time the report of the Committee on Resolutions is made, provided the consent of the Convention can be obtained by a two-thirds vote of the delegates present at the sessions.

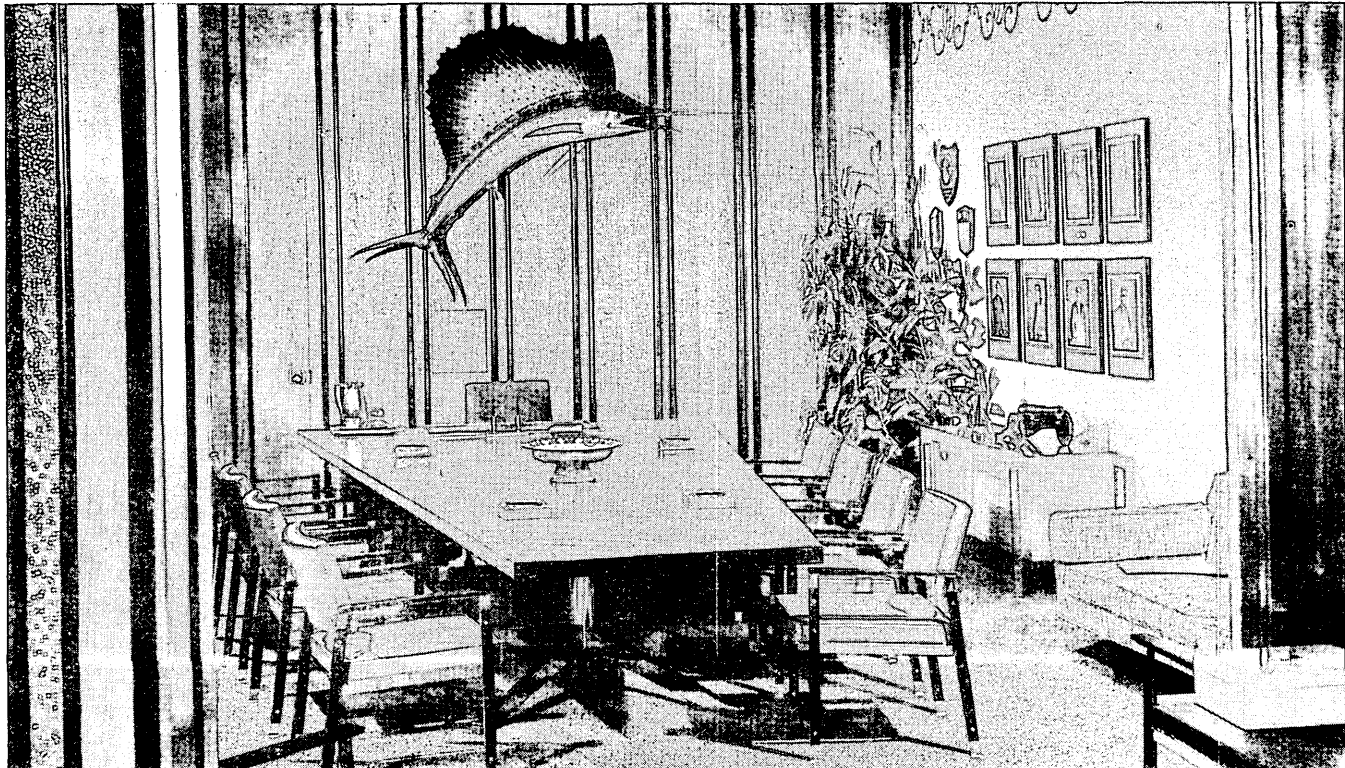
3...Modify the resolution or combine it with other resolutions, preferably with the consent of its sponsor.

4...Refer the resolution to the Board for consideration with the consent of its sponsor, and so report to the Convention.

5...Report the resolution to the Convention with recommendation to disapprove.

6...Report the resolution to the Convention without recommendation.

7...Report the resolution to the convention with recommendation to approve, and move its adoption.



First Federal Savings & Loan of Orlando
L. Alex Hatton, A.I.A.

Black-Baker Photo

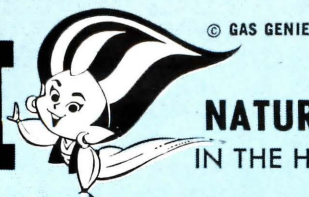
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THE FLORIDA ARCHITECT

GASGRAM



**NATURAL GAS
IN THE HEADLINES**

GAS CONVENTION DELEGATES REVIEW AMERICANA HOTEL CONVERSION. Visitors to the American Gas Association's national convention at Bal Harbour's Americana Hotel can just go downstairs to see a classic example of boiler conversion to natural gas. The hotel's three big installations were switched from #2 fuel oil by Peoples Gas System. Already "cooking with gas": the hotel's entire food service setup, including the world-famed Gaucho Steak House.



LAKE REGION MOTEL DECLARES WAR ON WINTER. Jack Frost's getting the full natural gas treatment at the Sundown Motel in Tavares. Florida Gas installations include: 42 heating units, 500,000 BTU Hot Water system, pool heater, patio heating, outdoor gas grill and 7 luau torches!

MIAMI'S SWANK SOUTH SHORE GOING HEAVILY FOR NATURAL GAS. Miami's Brickell Point Apartments some months ago installed 14 gaslights around grounds . . . is so delighted with results that 16 more are being added in the pool-patio area. Meanwhile Florida Gas has installed standby natural gas alternators in three nearby high rise apartments — Brickell Town House, Point View North and Point View South. Reason: dependable service when area's "ill winds" blow up a storm.

TOP TILE AND BLOCK MANUFACTURERS LIKE NATURAL GAS . . . EXPAND USE. Installation of three new natural gas fired Ceramic Tile Kilns at Lakeland plant of Florida Tile Industries climaxes one of State's most impressive success stories. After extensive experimenting with kerosene and propane, plant engineers settled on natural gas as only fuel providing both precision control and maximum economy needed to maintain top quality and competitive price. In allied fields, Quality Manufacturing Co. of Ocala chose natural gas for new 11,000-daily capacity concrete block kiln . . . International Paper fires a big new lime kiln at Panama City with natural gas.

BRAND NEW ELECTRIC RANGES — GOING! GOING!! GONE!!! Service men of Florida Public Utilities got a real chuckle when they were called on to remove four brand new electric ranges out of a row of nine "all electric" homes in West Palm Beach recently. The replacements? Natural gas automatics, of course!



SOMETHING NEW: NATURAL GAS MAKES THE GARDENS GROW! Winter Garden Ornamental Nursery, one of world's largest, has been heating a major portion of growing area with steam coils. Last fall they installed 100 natural gas burners in the growing area, firing them directly so that all products of combustion remained in the surrounding atmosphere. The results: maximum thermal efficiency, and high concentrations of CO₂ to boost plant growth materially. Lake Apopka Natural Gas District officials are eyeing some 125 additional nurseries in their service area.

BIG APARTMENT OWNERS SAVE MONEY FOR SELVES, FOR TENANTS. Because there's no "demand charge," Lake Park Apartments will use natural gas from Florida Public Utilities for water heating and clothes drying in 15 tenants' laundry rooms. FPU has also signed three apartments totalling 94 units, which estimates show, will get cooking and hot water for about \$3.85 per unit per month. Meanwhile, in St. Petersburg, owners of projected 950-unit condominium Town Apartments figure gas costs will be so reasonable that they will just be included in flat monthly maintenance charge.

**GAS FUEL
CELLS
ARE
GO!**



ASTRONAUTS' FUEL CELLS ARE "OLD HAT" WITH NATURAL GAS. Making electricity direct from combustion of gases which featured so prominently in recent Gemini flights has been the subject of promising research in the gas industry for several years. Principle is completely established, but so far uneconomical except in such "expense-is-no-object" areas as space program. However, gas industry sees use of fuel cells in capsules as big step toward development of practical cells for general use in not too distant future.

Anson and Webber Named to State Board of Architecture



HERBERT L. ANSON, AIA

Mr. Anson received his degree from the University of Florida in 1957 and obtained his Florida registration in 1959. He is presently a partner in the firm of Anson/Grove/Haack & Associates, Architects & Engineers, Fort Lauderdale, Florida. He is currently serving as chairman of the Hollywood Planning and Zoning Board; is a member of the Florida Planning and Zoning Association; member of the Loyal Order of Moose; member of the Senior Chamber of Commerce; and Past President of the Hollywood Junior Chamber of Commerce. In 1961, he was awarded the Florida Jaycees' Tommy Thompson Award for outstanding work in community development. In 1964-65, he was Vice President of the Florida Jaycees. Mr. Anson is an active member of the American Institute of Architects and the Florida Association of Architects.



WILLIAM J. WEBBER, AIA

Mr. Webber was born in Scotland and attended the School of Art and Architecture in Glasgow. After service in the Royal Air Force, he joined Reynolds, Smith and Hills as an architectural designer in 1949. He is presently a partner in that firm after serving four years as Architect-In-Charge of their Tampa office. During his years in Jacksonville, he coordinated design and planning of architectural projects, including the Jacksonville City Hall, Duval County Courthouse and Jail, educational facilities, institutional and commercial buildings. Mr. Webber is a member of the American Institute of Architects; director for the Florida Association of Architects; member, Commission of Church Architecture and Allied Arts (Diocese of South Florida); past member, Temple Terrace Planning and Zoning Commission.

FAA ANNUAL MEETING

NOTICE

Notice of regular Annual meeting of the Florida Association of Architects of the American Institute of Architects, Inc., and of proposed amendments to the Bylaws to be presented.

Members and associate members of the Florida Association of Architects, of the American Institute of Architects, Inc., a corporation not for profit, organized and existing under the laws of the State of Florida are hereby notified that:

1. The regular annual meeting of The Florida Association of Architects of the American Institute of Archi-

tects, Inc., will be held 17, 18, 19, and 20, November 1965 at the Jack Tar Hotel, Clearwater, Florida.

2. At said regular annual meeting, proposed amendments to the Bylaws, as published elsewhere in this issue, will be presented for action thereupon by members of the corporation. A concurring vote of not less than two-thirds (2/3) of the total number of delegate votes present at the meeting, together with approval by the American Institute of Architects, is necessary for the effective adoption of the amendments.



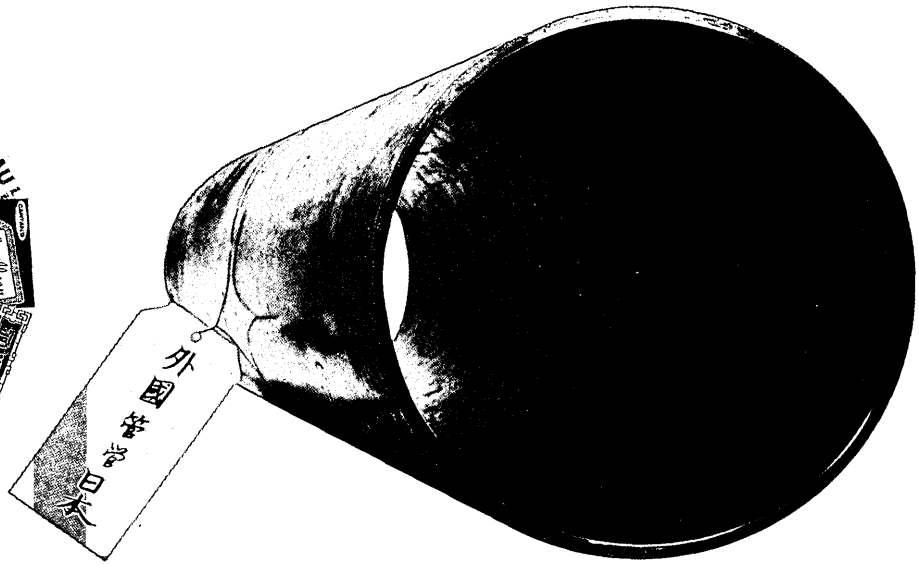
STEEL'S SYMBOL
OF VALUE,
SERVICE AND
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Your competition:



Foreign vacations

Our competition:



Foreign pipe

But in fact, both competitors hurt both of us. And all Americans. □ Florida industry loses heavily when foreign travel promoters lure American tourists overseas. Fewer Florida vacationers mean fewer new hotels and motels; less renovating and expansion of those already built. And, American steel producers and workers get hurt when imported pipe tries to price-cut its way into this country, finding some people happy to "save a few bucks". □ But hard logic says that these small, short-term gains aren't worth a big, long-term loss. Especially when, as in steel and tourism, *important American money flows overseas* at an ever-increasing rate. This hurts all of us, directly and personally; it's no abstract, remote theory! It explains Washington's recent efforts to curb foreign travel enthusiasm among Americans. □ There's another point to be made, too. The reliability, flexibility, service and high uniform quality provided by American firms doesn't always cross the ocean with foreign imports. □ Come to think of it, foreign tourists don't make the trip too often, either! □ Jones & Laughlin Steel Corporation manufactures America's finest steel pipe, used in some of Florida's finest new buildings. For more information, contact your J&L distributor in Florida or write direct. **Jones & Laughlin Steel Corporation** 3 Gateway Center, Pittsburgh, Pennsylvania 15230



Ingredients For A Successful Convention

As convention time approaches for the architects in Florida, a realistic question is cropping up. "What's cookin'?" Okay, here's a capsule view of your 51st Annual Convention.

SOMETHING DIFFERENT in program and product exhibits. The seminar "Quality or Mediocrity" will be one of the most fascinating, informative sessions you will have been exposed to in many a moon. Ten outstanding laymen selected by the AIA chapters and two nationally-known speakers will discuss you, the architect, and architecture. Because architects alone cannot man the teams to wage the "War on Ugliness," over 100 community leaders of local and state government and civic organizations will be present to discuss our environmental surroundings. This will not be a one-sided affair—roundtable discussions will be held and this will not be the end either. A "plan of action" will be suggested.

EXCITEMENT—yes, excitement. The seminar, the products exhibits, the architectural exhibits, the best ladies' program ever developed in recent history (free, too), the gala President's Reception (free, too!), the 2nd Annual Florida Craftsman of the Year Award Dinner with our esteemed Governor Haydon Burns as speaker, the Honor Awards Luncheon, the Annual Banquet and loads of wonderful prizes. What else can we have in three days?

PRESTIGE—yes, this convention program will provide the best public relations program this Association has ever witnessed. If you don't believe it, just wait and see the November issue when the Outstanding Laymen are announced. Furthermore, read the newspapers and listen to TV before and after the convention. It is about time architects in Florida are becoming interested in enhancing their prestige and image—it's long overdue.

FELLOWSHIP—as a gregarious race of people, most of us are stimulated by the opportunity of meeting new people, of making new friends. This convention, *your* convention prepared especially for you, will give you this stimulation to meet people and make new friends.

So get from behind the board . . . your client can wait for a few days. You'll be charged with new vigor when you return. Lock your office door or let the girl next door answer the phone . . . tell the wife to pack and then head for Clearwater in November. In the meantime, won't you be kind enough to cooperate and return your hotel reservation card and registration form? Don't be the one to be told, "You missed it—this was the best yet!" See you in Clearwater—we'll meet for cocktails in the nicely-landscaped Japanese gardens beside the pool.

the Editor

The 1965 Convention Story

QUALITY or MEDIOCRITY

For four days next month, Clearwater, Florida will become our state's "Architectural World's Fair." From every corner of Florida will come our foremost architects, our most outstanding craftsmen, and over one hundred of Florida's most devoted civic, government and business leaders—everyone devoted to our "war on community ugliness."

An exciting array of exhibits has been compiled for the Educational Display—an outstanding presentation that will certainly be a highlight of this architectural conclave.

In addition to viewing the exhibits, delegates will have an incomparable opportunity to meet and mingle with old and new friends . . . to discuss, perhaps argue, some very interesting business points . . . to enjoy meetings and seminars . . . to honor exceptional craftsmen and laymen . . . to hear honored speakers and moderators . . . and to handle the important business of the FAA.

Let's look ahead to the upcoming Convention schedule—an interesting one that promises a most rewarding visit to all!

On Wednesday, November 17, ribbon-cutting ceremonies will officially open the Education Display area—exhibit space devoted to more than 70 outstanding manufacturers. Following

this opening ceremony, everyone is invited to the free, gala President's Reception.

Thursday morning, November 18, everyone will have time for a leisurely tour of the Educational Displays . . . and time to attend a series of committee meetings and the student seminar. A free sandwich luncheon will then be served in the Exhibit Hall.

That evening will be devoted to the Second Annual Florida Craftsman of the Year Award. This popular program will be keynoted by an address by our honorable Haydon Burns, Governor of the State of Florida. Craftsmen nominees from all the AIA Florida Chapters will be presented, and the name of the 1965 state winner will be announced at that time. One of the most outstanding highlights of the entire Convention will be this presentation of Governor Burns.

On Friday, November 19, there will be two seminars on our Convention theme, "Quality or Mediocrity." Our special guests will be the chosen laymen who were selected for their work in developing an atmosphere for good design. Several of these laymen will appear on a panel—all will be honored and presented with awards.

That afternoon will be the Honor Awards Luncheon, at which time awards will be presented to the two

exhibitors deemed to have best displayed exceptional educational value and overall display excellence . . . and additional awards will be made for outstanding architectural exhibits. Those architectural exhibits which receive awards and merit honors will comprise a state-wide traveling exhibit.

In the evening, Mr. Charles M. Nes, FAIA, First Vice President of AIA, will be the honored speaker at the Annual Architects Banquet. Mr. Nes, who is a partner in the Baltimore firm of Fisher, Nes, Campbell & Partners, has served as Director of the Middle Atlantic Region of the AIA, Chairman of the Headquarters Building Committee, Member Design Committee, Member Convention Committee, Co-Chairman of the Convention Committee, and Member of the AIA Foundation Board of Trustees. He is a member of the Maryland Board of Examiners and Registration of Architects, and also a member of the State of Maryland Architectural Advisory Committee. All exhibitors are invited to this gala gathering. Dancing and free bar.

This is, of course, just a capsule preview of the 51st Annual FAA Convention at the Jack Tar Hotel. We can assure you that it will be an especially informative, fun-filled gathering. You won't want to miss it!

BY LAWS

FOR THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS, INC.

Pursuant to a charge by the FAA Board of Directors, the Bylaws Committee has organized and rewritten the FAA Bylaws that have been current since their adoption, as revised, at the FAA's 1964 Convention. As published here, new Bylaws as proposed for adoption are printed in italics. Present Bylaws which will remain the same are printed in Roman type. Those sections which would be deleted are preceded and followed by a series of asterisks. This is provided as a helpful means for study and comparison.

THE COMMITTEE ON RULES AND REGULATIONS

H. Samuel Kruse, FAIA, Chairman

Russell T. Pancoast, FAIA • Jefferson N. Powell

ARTICLE 1. THE ORGANIZATION

Section 1. Name.

a. The name of this organization is the Florida Association of Architects of The American Institute of Architects, Inc., a non-profit incorporated, State organization chartered by The American Institute of Architects and the State of Florida; *however, excepting for reports to governments, property transfer and transactions requiring legally correct identification, the name for common use shall be contracted to: Florida Association of The American Institute of Architects.*

(Editor's Note: Because the Board believes that shortening the name of the FAA, the Association is more closely identified to AIA and reflects the national effort more beneficially to the FAA, the previous recommendation was made. Legal counsel suggests the above to be satisfactory for the purpose; to change the charter will involve \$150 to \$200, and this expenditure is not practically worth the change. There are too few times when the full name is required, and no subterfuge is intended by the contracted name.)

ARTICLE X. FINANCIAL

Section 1. Fiscal Year.

The fiscal year of this Association shall be the calendar year.

Section 2. Dues.

a. Annual dues equal to the pro-rata share required to defray the expenses of the Association for the ensuing year shall be recommended by the Board and determined and fixed by the Convention.

b. Each member shall contribute annual dues in an amount determined by the Convention.

3. Dues shall be for the Association's fiscal year and shall be due and payable on the first day of the fiscal year, January 1st.

d. *Any member, whose dues and assessments are not paid in full at the end of the fiscal year, is in default to his Chapter and the Association, and his membership may be terminated.*

e. *The Secretary shall send sixty days prior to the end of the fiscal year a written notice, by registered mail, to each such member who has not paid his dues and assessments by that time, with a copy to the Secretary of his Chapter, warning such member of pending termination date.*

f. *The Board may terminate the membership of all types of Associate Members for non-payment of dues and assessments any time after the end of the fiscal year for which the Associate Member is in default. The Secretary shall remove from the rolls of the Association, the name of any Associate Member upon receiving notice of termination of membership from the Board, from his Chapter, or by other appropriate instrument signed by the person or his Chapter.*

g. *If a Corporation Member is in default to his Chapter and the Association for non-payment in full of his dues and assessments at the end of the fiscal year, the Secretary shall so advise the Institute, and request the termination of his membership. Copies of such notice and request shall be sent to the delinquent member and to the secretary of his Chapter.*

h. *Termination of membership for any Corporate Member shall be only by action of The Institute.*

*** d. Any Member whose dues for the current year have not been paid by the first day of July shall be considered delinquent and the Secretary shall, at that time, send written notice of such delinquency to each such member and to the secretary of his Chapter.

e. The Secretary shall request The Institute to suspend the membership of any Corporate Member whose dues remain unpaid on the last day of the previous year, on or about the tenth day of each January. The Secretary shall notify each member and the secretary of his Chapter of this action at the same time.

f. The Secretary ipso facto shall suspend the Membership of any Associate Member whose dues remain unpaid on or about the tenth day of each January, and shall so notify each such member and the secretary of his Chapter at that time.

g. Termination of Membership for any Corporate Member shall be only by action of The Institute.

h. The Board may terminate the membership of any Associate Member for non-payment of dues twelve months after such Member has been suspended by the Secretary. The Secretary shall remove from the rolls of the Association, the name of any Associate Member upon receiving notice of termination of membership by his or other appropriate instrument signed by the person or Chapter. ***

i. Each Chapter treasurer shall collect dues from each member assigned to his Chapter and shall promptly remit dues collected to the Treasurer of the Association at the office of the Association. *At the option of any component Chapter of the Association, the Treasurer of the Association will collect Chapter and Association dues from each member of the Chapters which elect the option, and shall promptly remit dues collected for the Chapters to their respective treasurers.*

(Editor's Note: Because the Budget and Finance Committee recommends the collection of FAA dues in harmony with the FAA long-range fiscal goals, the preceding addition was made.)

Section 4. Funds and Securities.

b. *Every disbursement of money, except for petty cash, shall be by check of the Association, signed by the Executive Director and countersigned by the Treasurer or by another officer designated by the board.*

(Editor's Note: Since the actual preparation of checks for disbursement of FAA funds is handled by the Executive Director, the present procedure of check-signing is unnecessarily awkward and time-consuming. To streamline disbursement procedure and save time and money without loss of fiscal control, the above recommendation of change is made.)

*** b. Every disbursement of money, except for petty cash, shall be by check of the Association, signed by the Treasurer and countersigned by another officer designated by the Board. ***

Nominations For 1966 Officers

The Nominating Committee, consisting of Harry E. Burns Jr. of the Jacksonville Chapter, David A. Leete of the Daytona Beach Chapter, Sidney R. Wilkinson of the Florida Gulf Coast Chapter, Earl M. Starnes of Florida South Chapter, and Chairman Donald R. Edge of the Palm Beach Chapter, met in full attendance to make the following nominations for the FAA's elective responsibilities for 1966. The Committee felt at least two names should be nominated for each office to guarantee a contest for every position. Each nominee has been queried as to willingness to serve, and each has answered that he is not only willing but will put forth his full interest and efforts. These nominees are listed in alphabetical order for each position.

It is not the desire of the Committee to propose the only nominees. All members of the FAA should know that nominations will be open from the floor during the Convention.

For President Designate — Vice President



HILLIARD T. SMITH
of Palm Beach Chapter

Architectural registration 1948. Past national director Florida Jaycees, past member Lake Worth Planning Board, chairman Lake Worth Contractor Examining Board, FAA director 5 years, 1964 chairman FAA Craftsman of the Year program, past president Palm Beach Chapter AIA, chairman, Commission on the Professional Society.



FRANCIS R. WALTON
of Daytona Beach Chapter

Architecture degree 1934. Organized Daytona Beach Florida Chapter and obtained charter in 1947. FAA board since 1945. Presently FAA Chairman of Commission on Professional Practice. Served 1½ years on State Board of Architecture. Served past 15 years as chairman of board of appeals of the Building Code.

For Secretary



ROBERT A. BROADFOOT, JR.
of Jacksonville Chapter

1950 architecture graduate of University of Florida. Served past 6 years as Chapter secretary and FAA director. Member Jacksonville Planning and Zoning Advisory Board, Jacksonville Chamber of Commerce, Construction Specifications Institute, YMCA Board of Directors, and South Jacksonville Civitan Club.



FORREST R. COXEN
of Florida North Central Chapter

Licensed to practice Architecture in 1955; served 4 years as State School Architect for State Department of Education; Chapter president, secretary & treasurer; FAA director for 5 years; chairman of State Governmental Relation Committee; currently FAA secretary, member Credentials Committee and Budget & Finance Committee. Member FAA Foundation Board of Trustees.

For Treasurer



DANA B. JOHANNES
of Florida Central Chapter

Was Architectural Designer for U.S. Dept. of Agriculture, 10 years private practice, 17 years senior partner Johannes & Murray, Clearwater, Fla.; President Florida Central Chapter, AIA; treasurer FAA; Director FAA; Chairman Florida Region, Committee on Preservation of Historic Buildings; Church Architectural Guild of America.



JACK MOORE
of Florida North Chapter

FAA Board of Directors; was chapter president and secretary; FAA Chapter Affairs Committee, Resolutions Committee, School Buildings Committee, Architecture Engineer Relationship Committee; member Gainesville Chamber of Commerce; Building Code Advisory Board of Gainesville; Boys Club Board of Directors.

For Regional Director



H. SAMUEL KRUSE
of Florida South Chapter

Received Bachelor of Science degree in Architecture in 1933; currently vice president Watson, Deutschman & Kruse. Member College of Fellows, AIA; chairman AIA National Committee for Architectural Student Affairs; FAA-AIA Publications Committee; FAA Director 1959-to-date; member Florida Planning & Zoning Association; Board, Florida Foundation for Advancement of Building.



ROY M. POOLEY, JR.
of Jacksonville Chapter

Immediate past president FAA and member Executive Committee; Chairman Publications Committee; Finance & Budget Committee; AIA chairman on Building Regulations; Assistant Recorder 1965 Convention. Corporate member AIA-FAA since 1955; past treasurer FAA; past chairman FAA-FES; registered in Florida since 1955.

For Regional Judiciary Committee

WALTER B. SCHULTZ
of Jacksonville Chapter

Architect with Reynolds, Smith and Hills 1941-49; partner that firm 1950 to date; member Committee on Hospital Architecture; Director, Florida North Chapter 1947 and president in 1951; Jacksonville Chapter Director 1956-59; FAA Director.

WILLIAM E. TSCHUMY
of Florida South Chapter

For 1-Year Alternate to Regional Judiciary Committee

JAMES H. LOOK
of Florida Northwest Chapter

Partner, Look & Morrison, since May, 1957. Attended University of Florida School of Architecture. Past member Florida State Board of Architecture; president Florida Northwest Chapter; member Pensacola Art Association, and Historical Society; member Pensacola Rotary International.

ROBERT B. MURPHY
of Mid-Florida Chapter

"All-electric living

people want it...we provide it...and they love it,"

—says the president of I. Z. Mann & Associates, successful developers and builders of Florida condominiums from coast to coast.



Since November 1963, I. Z. Mann & Associates have completed or nearly completed six water-front condominium complexes. They are located from Daytona Beach across Interstate Route 4 through Maitland (Orlando), Winter Haven to Sarasota and back to the Atlantic coast at Boca Raton, and have a sales value of approximately \$7,500,000. The architects are Lopatka & McQuaig of Winter Haven.

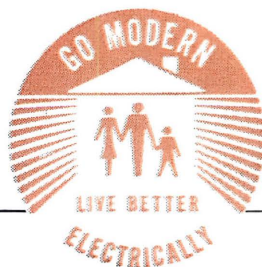
I. Z. Mann is convinced from experience that modern apartment-buyers have been well-educated to the fact that *all-electric* benefits are vital to better living today—and tomorrow. And the occupants of these condominiums agree that it opens up a new world of convenience and comfort, giving them more time for leisure and recreation. An all-electric kitchen in every apartment is

equipped with major appliances, including a modern electric range, an automatic defrosting refrigerator, a food waste disposer, and many have electric dishwashers. Hot water is supplied super-fast and flameless-safe by electric water heaters.

Year-round electric air conditioning gives cool comfort in summer and pleasant warmth in winter — the cleanest, safest and most modern cooling/heating method.

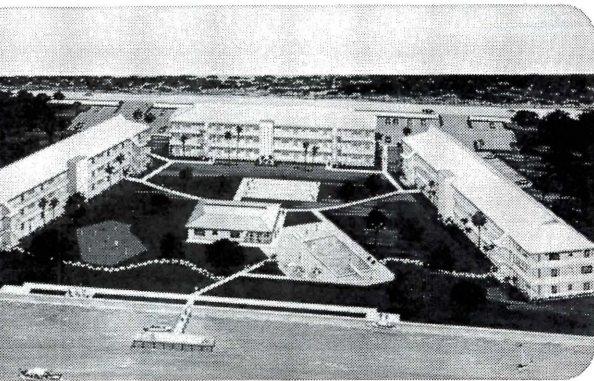
Even the community recreation centers have fully equipped electric kitchens, with ranges and refrigerators. And the laundry rooms offer the day-and-night convenience of electric washers and dryers.

The emphasis throughout all I. Z. Mann condominiums is on cleaner, cooler, safer, economical, as well as gracious living—all with the flick of a switch.



Florida's Electric Companies... Taxpaying, Investor-Owned

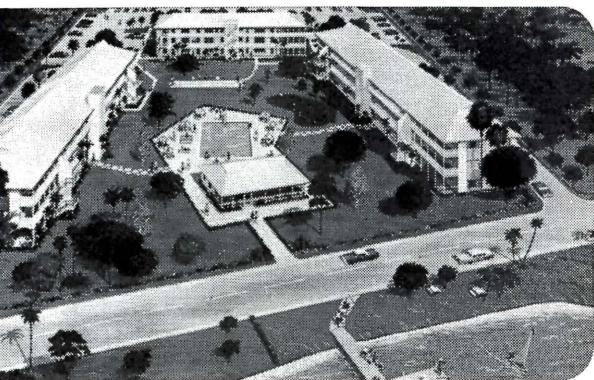
FLORIDA POWER & LIGHT COMPANY • GULF POWER C



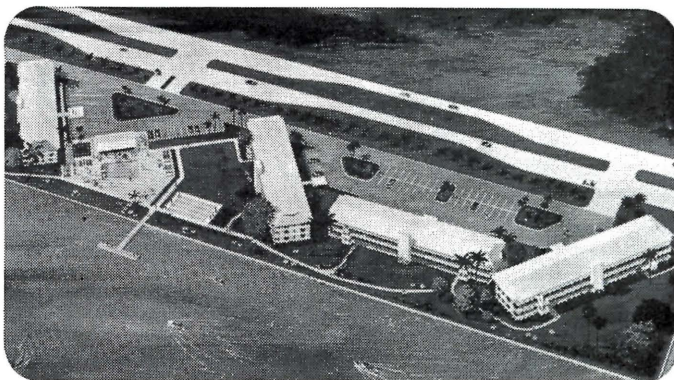
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MAITLAND HARBOUR APARTMENTS — 39 LUXURY UNITS
1000 S. Orlando Avenue, Maitland.



WINTER HAVEN HARBOUR APARTMENTS — 63 UNITS
1600 Sixth St., N.W., Winter Haven.



SARASOTA HARBOUR APTS. (WEST & EAST) — 183 UNITS
John Ringling Causeway, Sarasota.



BOCA RATON HARBOUR APARTMENTS — 60 UNITS
2771 S. Ocean Blvd., Boca Raton.

A SUCCESS-BUILDING FORMULA

I. Z. Mann's formula for developing, building, and selling condominium apartments is simple and explicit. "It's just a matter of finding out what people really want and giving it to them," he says. "All-electric living, for example. It's perfect, especially for retirees. They don't want to worry about anything. And safe, flameless cooking, water heating, and year-round electric air conditioning for winter warmth and summer cooling fill the bill to a T. They want plenty of light, too—older eyes need it—and plenty of convenience outlets for their appliances. We give them all these things—and they love it."



Excerpts from "The Road to Achievement"



An Address by
MORRIS KETCHUM, JR., FAIA
President
The American Institute of Architects

Unfortunately, our stay in this earthly paradise is a brief one, and we cannot totally escape from reality. It is my doubtful privilege to remind you of this and to ask you to join me in using our present vantage point for an objective look at the state of our profession.

Since our professional society was founded, more than a century ago, the world we live in has grown and changed into a vastly different world, where "Design Dimensions" must be measured by the demands of a new architecture—the total architecture of man's living environment.

Craftsmanship will always be one of the most vital elements in architecture. Neglected, it is lost forever. We must, therefore, constantly practice and perfect it in the design and execution of the single building, large or small. But if we stop there, the single building will never be complete—it will lack its proper setting—so we must look beyond the "Design Dimensions" of the building and also apply our craftsmanship to the space around and beyond the building.

... Such programs and projects include in their scope the immediate and long-range planning of the environment of buildings, their landscaping and street furniture, the pedestrian and motor traffic which serve them and their relationship to the community of which they are a part.

To solve these problems, we bring together and correlate the vast scope of today's technology, so different from the limited vocabulary of building materials and methods of a century ago, and the varied talents of the other design disciplines concerned with building—landscape artists, engineers, economic analysts, urban planners and many others. Each project, depending on its demands, may add or subtract from the membership of the architect's team.

... These increasing complexities of comprehensive architectural practice are matched by unparalleled opportunities for architectural achievement. Ours is a small profession by comparison to law or medicine but, as Past President Odell has said: "Never has so much been expected of so few".

Business and government are aware of the urgent need to improve our physical environment and they are becoming equally aware of the fact that the architectural profession is the only one skilled in the design of that environment and capable of correlating *all the talents and services* required to create it. As a result, the architect finds himself working on an ever-increasing scale which includes the design of neighborhoods, business districts, satellite communities, and cities. To the degree that he lives up to his opportunities, he will become a key figure in the society he serves.

The individual architect, by himself, may find it difficult or impossible to adapt his practice to the broad scope of this new total practice of architecture. As a member of an alert and strongly organized profession, he is able to do so. The resources of the Institute are broad enough in brains and manpower to successfully plan for the future of the entire profession.

As a professional society, we are building on a rich inheritance of organizational ability, technical proficiency and devotion to public service created during the last hundred years of our existence. We have kept pace and will keep pace with the ever-widening horizon of architecture as it grows with the growth of our country and that of the world.

Today, ours is a vital, soundly organized professional society, well equipped to guide, support, protect and enhance the technical proficiency and professional status of our membership. We accept this inheritance with a profound sense of responsibility and with determination to build an even better structure on its strong foundation.

Our current objectives include, *first*, a vigorous campaign to enlarge our total membership, *second*, the formation of more schools of architecture whose curriculums will integrate architecture with all the environmental design disciplines, *third*, the firm establishment of improved liaison procedures with all the other environmental design professions, with the building industry and with government, *fourth*, exploration of affiliation with other specialized architectural organizations concerned with education, registration, specification writing, special building types and the interrelationship of architecture and the building arts, *fifth*, to make our regional conventions, which have a total audience twice that of our national conventions, into an even more vital asset to our profession and the public, and, *sixth*, to fight and win the war on community ugliness.

In pursuing these basic objectives, we will not fail to maintain and advance our normal activities in support of architectural design, professional practice, education and research, public affairs and the management of our professional society.

That professional society must enlist within its ranks every competent and ethical architect in this country. Even though our total membership of 21,000, including corporate members, professional associates and associates, represents both a sizeable majority of the profession and more than 90 per cent of its architectural firms, we cannot stop there. There is no room, in the future of our profession, for the type of splinter group which can only divide and

dilute our strength and weaken the unity of our cause in our dealings with business, industry and government.

... The strength and the progress of our profession depend on undivided loyalty to the one professional society which has proved its ability to properly represent the profession of architecture.

A united profession must concentrate on the unparalleled opportunities now within its grasp.

... In every community in America, this profession must lead the fight to put highways in the right place, to save historic buildings, to create new open spaces in the hearts of our cities, to prohibit billboards and overhead wires, to put junkyards out of sight, to plant trees and greenery and, above all, to redesign older cities and create new communities where the automobile and the pedestrian can lead their separate lives.

To do this, we must forge a new and better partnership with the related design professions, with the enlightened leaders of industry and with the public men who direct our local, state and national governments.

This partnership is now being forged and skirmish after skirmish has already been won. We are successfully reestablishing the fact that architects have always been the designers of cities and that no other profession has the generalized design ability so necessary for urban design.

The rebuilding of the heart of such American cities as Detroit, Philadelphia, Rochester, Fresno, Hartford, Minneapolis and Baltimore; the imaginative and practical plans approved for rebuilding dozens of other cities, large and small, including Washington, the nation's capital, have dramatically demonstrated what can be done by architects, business leaders and government to rescue and renew the urban centers of America.

Many business executives have grasped the fact that even buildings which are architectural gems get lost when set in an environmental dung heap. Mayors and governors throughout the country are beginning to know that Americans will support and pay for clean, spacious, well-ordered and beautiful cities.

... Every architect must prove himself a public-spirited man of vision, dedicated to the noblest ideals of his profession and capable of contributing to the public welfare. He must take a prominent part in the activities of every group which supports the war on community ugliness. He must serve on planning commissions and zoning boards. In short, all of us must involve ourselves in public affairs if we are to win the struggle against disorder and ugliness.

Announcing . . . A New Assistant Editor



Eleanor Miller, a professional journalist with many years of writing and publication production experience, has joined the staff of The Florida Architect as Assistant Editor.

Mrs. Miller is 34 years old and has been a resident of Miami since 1946. She was graduated from the University of Miami with an A.B. degree in Journalism in 1952, and had served as Associate Editor for two years on The Ibis yearbook, News Editor of The Miami Hurricane newspaper, and Associate Editor of Tempo Magazine. She was a member of Lead and Ink and Theta Sigma Phi journalism honoraries and was selected to "Who's Who In American Colleges and Universities."

She also acted as Assistant Director

of Student Publications at the University of Miami for four years.

She has since served as chief copywriter for two of the area's leading advertising agencies and has written ads, brochures, booklets, even complete newspaper sections for a variety of accounts ranging from builders and luxury resorts to fashion houses and roofing manufacturers.

For two years, she served as Promotion Director of The Honolulu Advertiser where she was in charge of special sections, all newspaper-sponsored promotions and contests, and the Hawaii Soap Box Derby.

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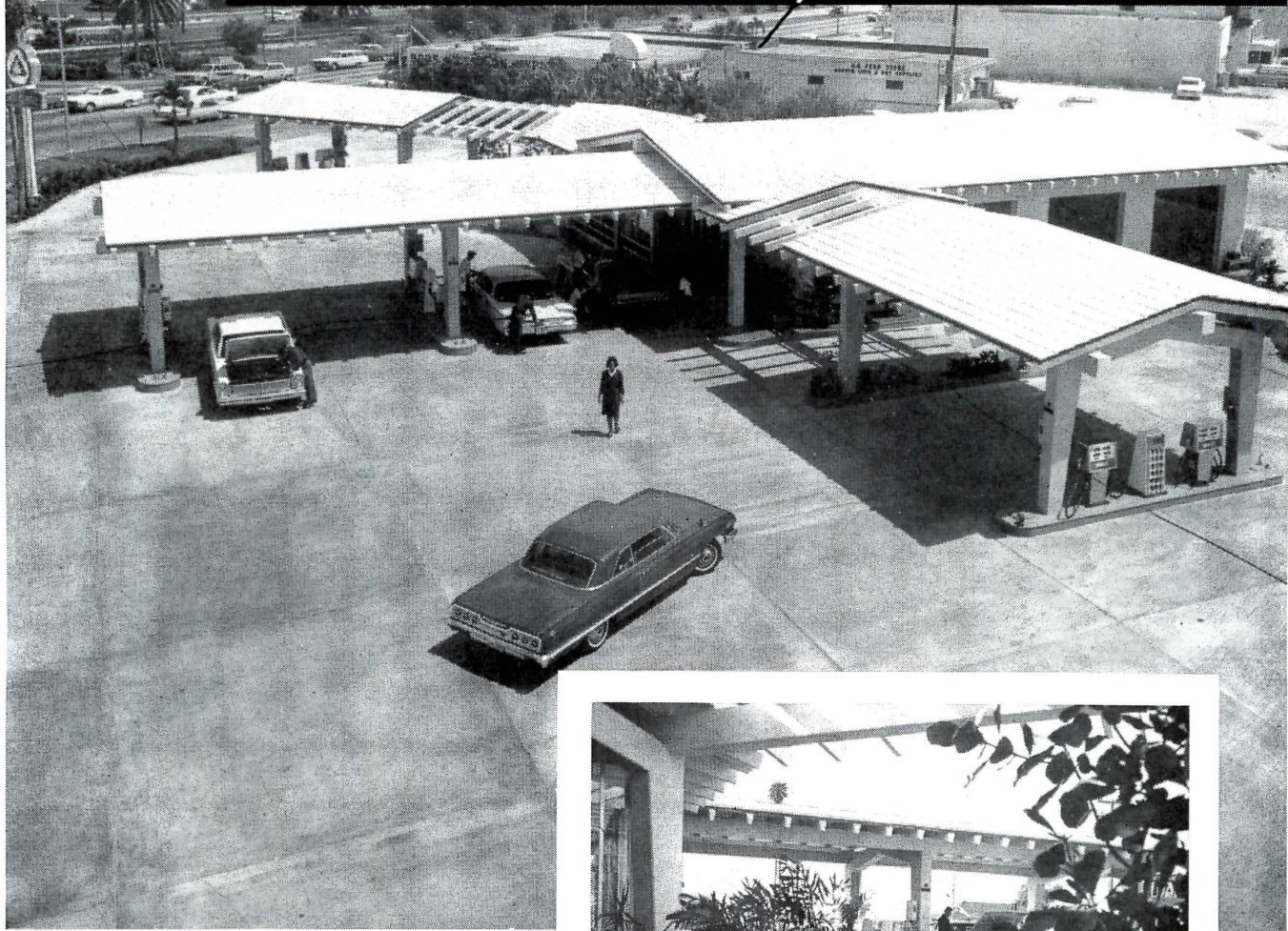


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This is another article reprinted as part of "The Florida Architect's" continuing War on Community Ugliness!

An Address

— by

Jorge Arango

presented to
the Urban
Affairs Conference
sponsored by
the A.I.A.

The world is becoming more and more urbanized. As agriculture yields more and requires less, people are leaving the farms and coming to the cities. The more developed the country, the more this is happening. On the other hand, the population grows in a certain proportion which in many cases is almost geometrical, so that the world is facing the coming of a great period in its history. For urbanization is civilization.

Together with the great improvement in the methods and yield in agriculture, men have made great progress in the utilization of natural products and raw materials so that together with amply new resources of energy, men have become very rich indeed.

There has been enormous progress in sanitation and the life of great metropolitan areas is free of infectious diseases that used to plague such concentrations. Having improved the efficiency of industrial production, men can afford to acquire the efficiency of industrial production, afford to acquire more with fewer hours of work. In countries like ours this is truer than in many others, but it is true in general for all men.

We are very lucky in having probably more than anybody else, but we also have more urban problems than anybody else.

Many of our cities are very large in extension, and this is bad because we have to support more square feet per person paving, general maintenance and services. Our utilities have to go farther, and, of course, cost more.

But the greatest price we pay for overextension of our cities we pay in transportation time. Time that we are taking either from our work or our time of rest.

... It would be wonderful if we could go back to the size of Athens, Florence, or Venice, in which people could walk from their work to the plaza where they met their friends and could admire the work of great artists. And everybody had his house within walking distance of everybody else. But these cities were small in population, one hundred or two hundred thousand people.

Paris in the nineteenth (19th) century was a city of great problems for even at that time the Florence or Venice type of city could not work on a larger scale. Even with very few vehicles. When the great decision was made, and Haussmann was commissioned by Napoleon III to plan the new city, great boulevards were cut into the densely-built old town. When Paris emerged seventeen years later after this fantastic surgery, a great new concept of a city had been born to the world.

All other important cities in Europe immediately started opening boulevards and great open spaces began to appear all over Europe: small Places des la Concorde, small avenues Champs Elysees, and small Places des L'Etoile.

It is simply fantastic if we realize that all of this was done without trucks, bulldozers, or reinforced concrete.

This new type of city became a pattern for the 19th and first half of the 20th century. When the automobile began its appearance, the ample boulevards of Vienna,

Berlin, Paris, Washington, Mexico City, or Buenos Aires could hold them very well. In fact, until very recently, we have been able to accommodate ourselves to the new needs of transportation with this type of city. Our Biscayne Boulevards have been able to take the load of a continually increasing traffic and parking, until very recently. And very recently in most cities of this country and in most cities of the world, means yesterday. But not today, and the real problem is tomorrow, for which we have to plan today,

What happened to the cities was not simply the fact that there were more people with more automobiles. The great ugly parts of town for new subdivisions, great dilapidated semi-abandoned areas began to appear that, of course, made the cities even uglier and accelerated the process of dispersion. The process could have never happened without electricity, and with it, light, telephone, radio, and today television. It was also the digging and paving machines, the packaging and easy distribution of food, and a few other factors.

The automobile is very important though, and in those countries in which the automobile is expensive, dispersion has been slow, and the suburbs are only for the very rich or the very poor.

The first great new city in the world, product of the age of suburbs, was Los Angeles, and for many years was considered the typical example of the lowest grade of urbanity: nice sections separated by great deserts of gasoline stations, empty lots, billboards many in disrepair, and parking lots — lots of parking lots. What a difference with the urban San Francisco or Manhattan where people wore hats and looked dressed.

Hollywood is one of those islands within the desert of empty, dirty lots, and Hollywood began to sell semi-tropical suburban living to the world, and, of course, to us. Shorts, barbecues, supermarkets, swimming pools, were the background of 50% of the films in the '30's. Then came television and suburbs were even more advertised. It was then that Los Angeles began to touch San Diego and San Diego extended all the way to Mexico. This dispersion has been true all over the country, and the suburbs of New York are touching Massachusetts. For when we say that the cities have grown, we mean these areas of urbanized country.

Miami is very close to it all. Miami is the newest of the important American cities and, in my opinion, one of the most attractive places on earth: climate (with air conditioning, of course), nature, and location in the Caribbean area — one of the most picturesque regions of the world. But . . .

Climate and nature can be destroyed by pollution, and the structure of the city is showing serious signs of deterioration.

In the next ten to fifteen years, the population of the metropolitan Miami area will double. That means that at the rate and conditions that we have today, it

will have one million automobiles and close to three hundred thousand (300,000) more homes.

To imagine that the new city is going to look like the old, only criss-crossed by freeways, is like somebody imagining fifty years ago that the new fast-moving flying vehicles of the future would look like a horse carriage with a rocket behind.

It is important to know where we are going so that what we do today can be part of the total tomorrow. I am not sure that what we are doing today will help us tomorrow. I know that the problems are piling at our doorstep and that solutions have to be found immediately. But we should be careful that we are not creating more problems than we can solve. The freeways, for example, that are being thrown into the cities, will create fantastic problems. In the past, rivers have been important enough to separate countries, but rivers can be crossed by bridges which in most cases can be built in any place at any time. Freeways cannot. The history of our cities is full of the concept of this and that side of the railroad tracks, but tracks can be crossed or removed easily. Freeways cannot.

To rebuild the cities of this country, as we will have to do, will take enormous resources, in figures we are not yet accustomed to hearing. It seems as if our ears are only accustomed to great figures when we are dealing with war and destruction. The countries of Europe were able to rebuild their cities and at the same time rebuild their tools of production in a very short period of time. We will be able to do it if we think in terms and figures more or less in proportion with the problem, and if we accept the principle that in order to eliminate indiscriminate destruction we have to plan on continuous renovation. There cannot be flowers in the spring if the branches are not left clean in the fall. Deterioration is taking a vital part of our cities and creating areas on which the germs of human destruction are present. Urban renewal is one way of planning death and replacing it with life. But it is impossible to know how right it is unless we know what kind of a city we are after. President Johnson recently said, "I propose that we launch a national effort to make the American city a better and more stimulating place to live . . . An educated and healthy people require surroundings in harmony with their hopes. In our urban areas the central problem today is to protect and restore man's satisfaction in belonging to a community where he can find security and significance. The first step is to break old patterns . . ." He also said, "Our society will never be great until our cities are great," and added, "In the next forty years we must rebuild the entire urban United States."

The City of the Boulevards was the city of the 19th century. I think that the greatest challenge for a center like the one the University of Miami is starting is to discover for us and for the world the patterns of the city of today and tomorrow.

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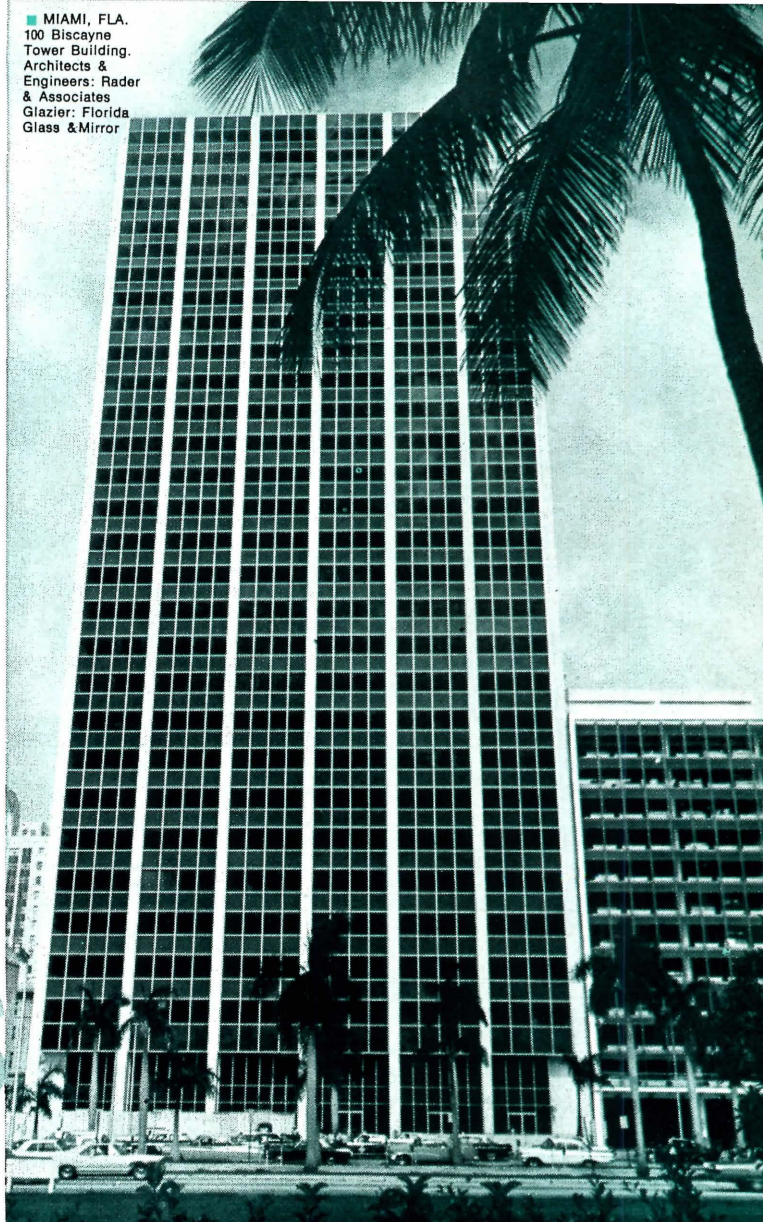
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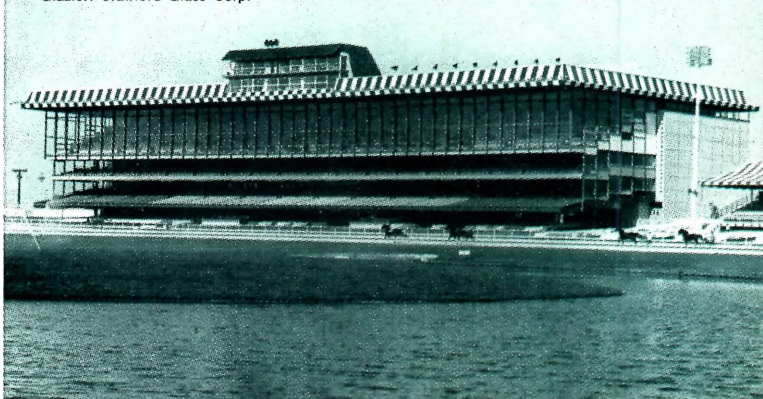
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Selected by "Administrative Management" Magazine

Tampa Office of Architects Is National Winner of "Office of the Year Award"

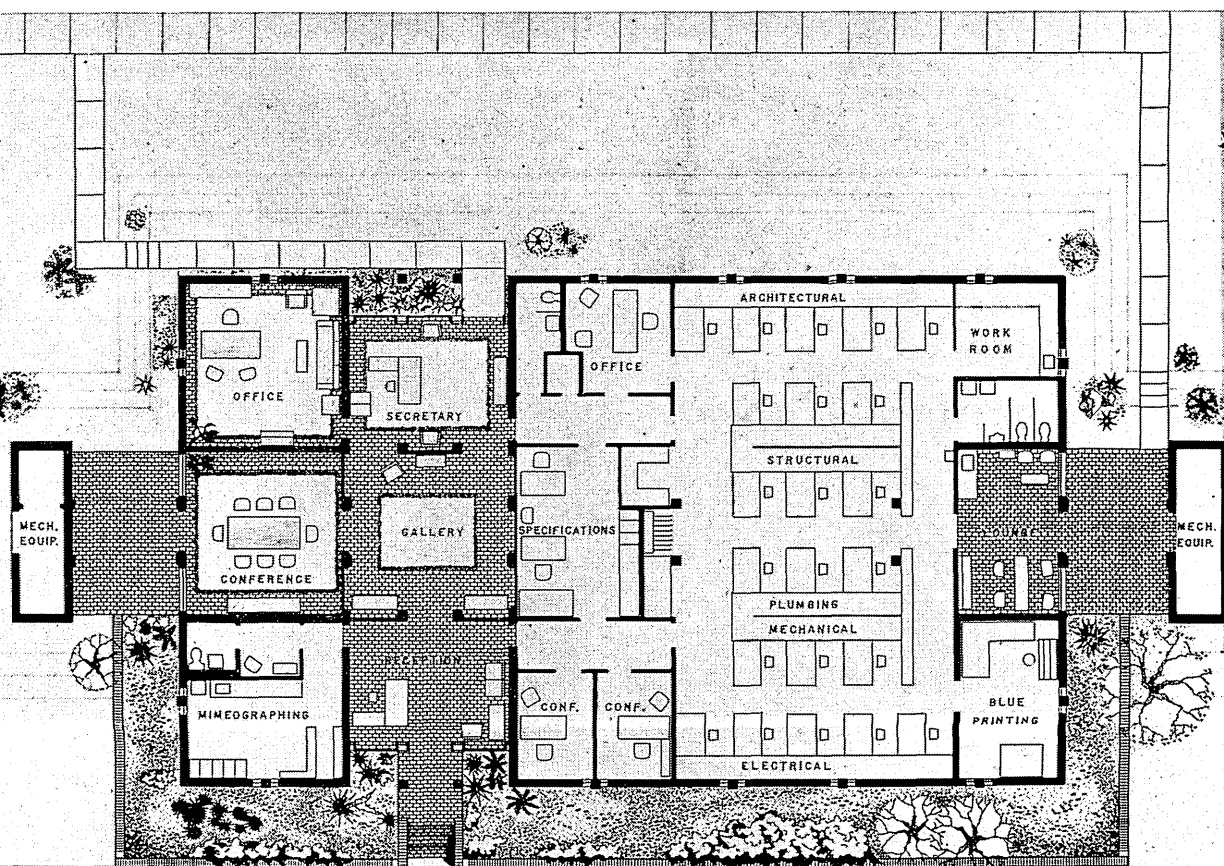
Reynolds, Smith and Hills' Tampa office was one of twelve winners named from among the many new American offices opened for use in 1964. Instituted by the magazine fifteen years ago, the awards serve to foster development of the highest standards of office efficiency and design.

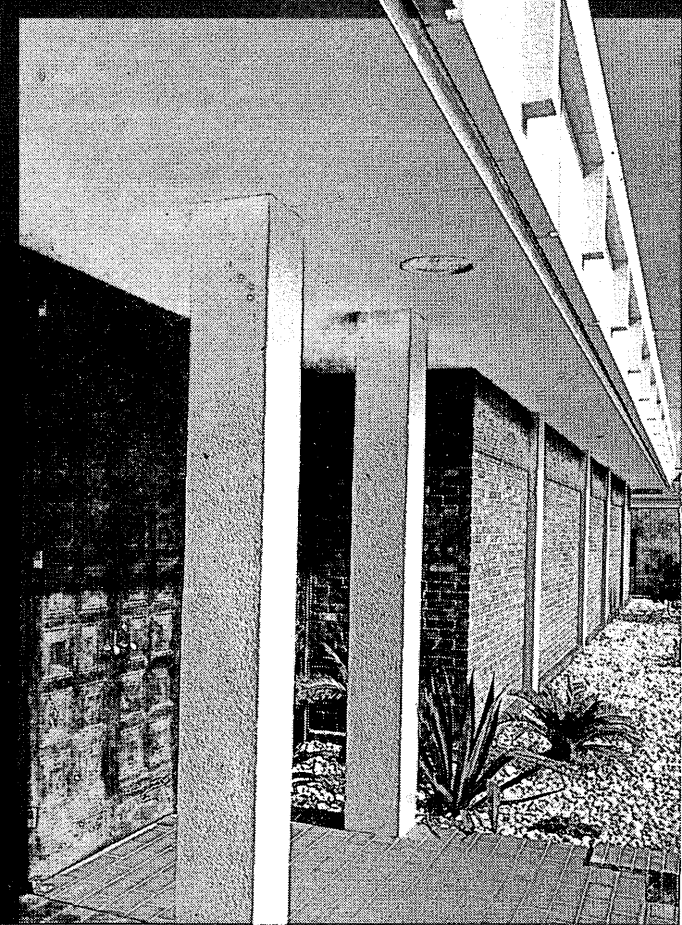
Selection of the "Offices of the Year" was determined by the editorial board of *Administrative Management*, which sought the advice and

suggestions of members of the American Institute of Architects and the Association of Consulting Management Engineers who specialize in office design, planning and methods, as well as the suggestions of business editors of leading American newspapers. The board's judgment is based on careful comparison and analysis of merits of the scores of new offices nominated for consideration, giving particular attention to:

(1) Suitability in terms of space allocation, work and traffic patterns, accommodations for required equipment, and so forth. (2) Flexibility to permit efficient change and expansion. (3) Habitability through features designed to heighten human efficiency, such as lighting, sound conditioning, and employee facilities of various kinds. (4) Advancement of the administrative function through innovations in office design and layout.

Award-winning building features unusually distinctive interior design by Paul T. Ward, Inc., Tampa.





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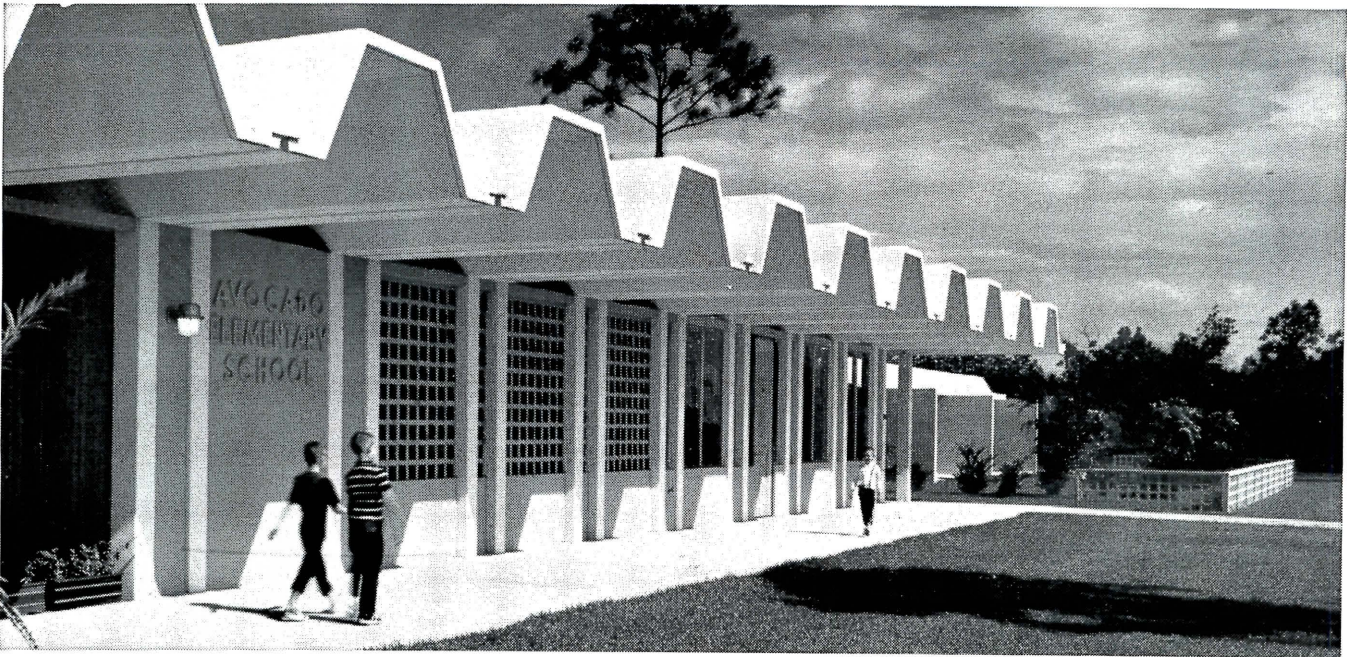
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Beauty and the budget get together in this all-concrete school

The Avocado Elementary School in Homestead, Florida, demonstrates again the advantages of concrete in even a small size plant.

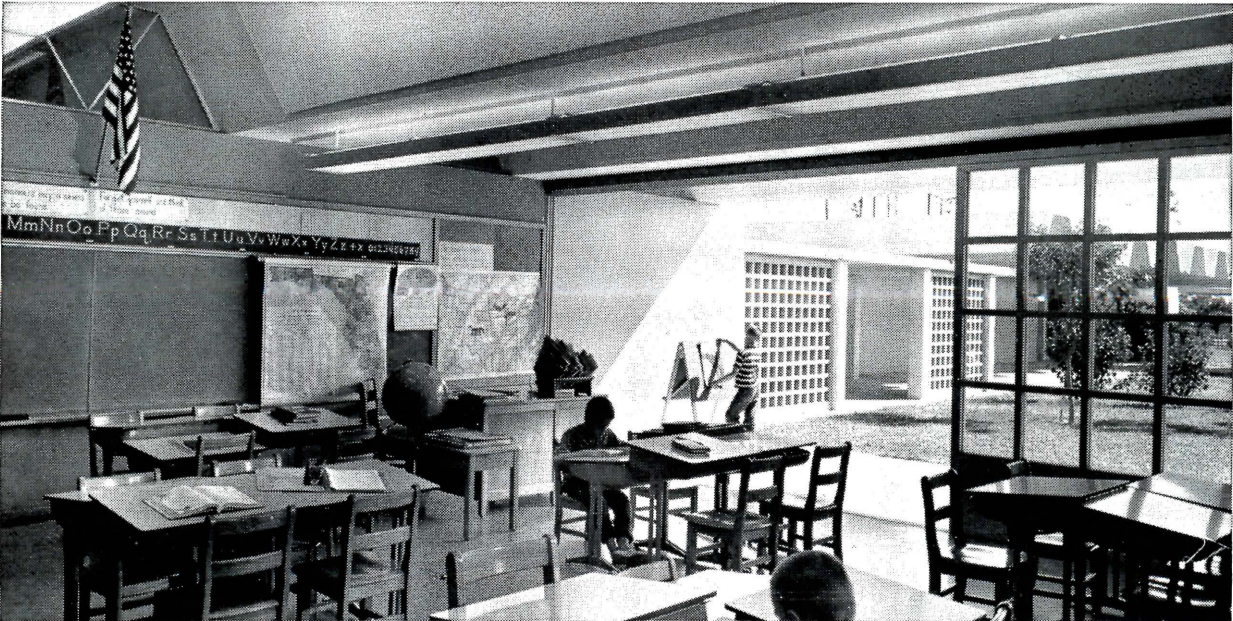
The structure is striking, yet tastefully modern . . . with 22 classrooms, cafetorium, library and administrative spaces. For 35,210 square feet, the bid price was \$398,390, or \$11.32 per square foot.

The precast concrete folded plate roof, supported on prestressed columns of concrete, provided not only an outstanding design feature, but brought important economy. Walls are concrete masonry, stuccoed on the exterior, plastered inside for decorative effect. And included in the modest cost is the elegance of terrazzo floors in the cafetorium.

For school boards seeking, at realistic cost, esthetically pleasing facilities that are also durable, firesafe and easy to maintain, concrete offers the ideal solution. **Portland Cement Association**

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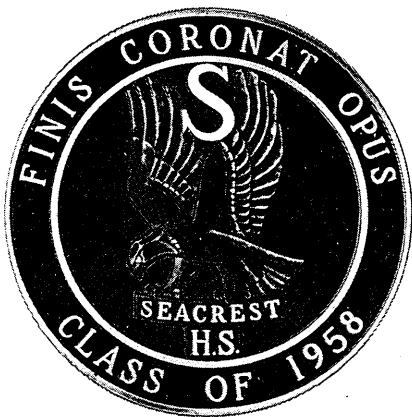


Typical classroom, Avocado Elementary School with adjacent "patio" class space. Architect: Robert B. Browne, Miami; George F. Reed, Associate, Miami. Structural Engineer: Walter C. Harry & Associates, Fort Lauderdale. Contractor: Stobbs Brothers Construction Company, Miami. Owner: Dade County Board of Public Instruction.

In Memoriam

We honor the memory of Mrs. Elizabeth H. Goin, who died September 21, 1965, after a short illness. Mrs. Goin, the widow of the late and esteemed Sanford W. Goin, had served as Office Manager for Moore and May, Architects, Gainesville. She was a member of the Gainesville Women's Club, the Alachua County Historical Commission, and the Friends of the Library. Her survivors include four sons, two daughters and two grandchildren. The family requested that, in lieu of flowers, contributions be made to the Highlands Presbyterian Church Building Fund or to the Sanford W. Goin Memorial Loan Scholarship Fund.

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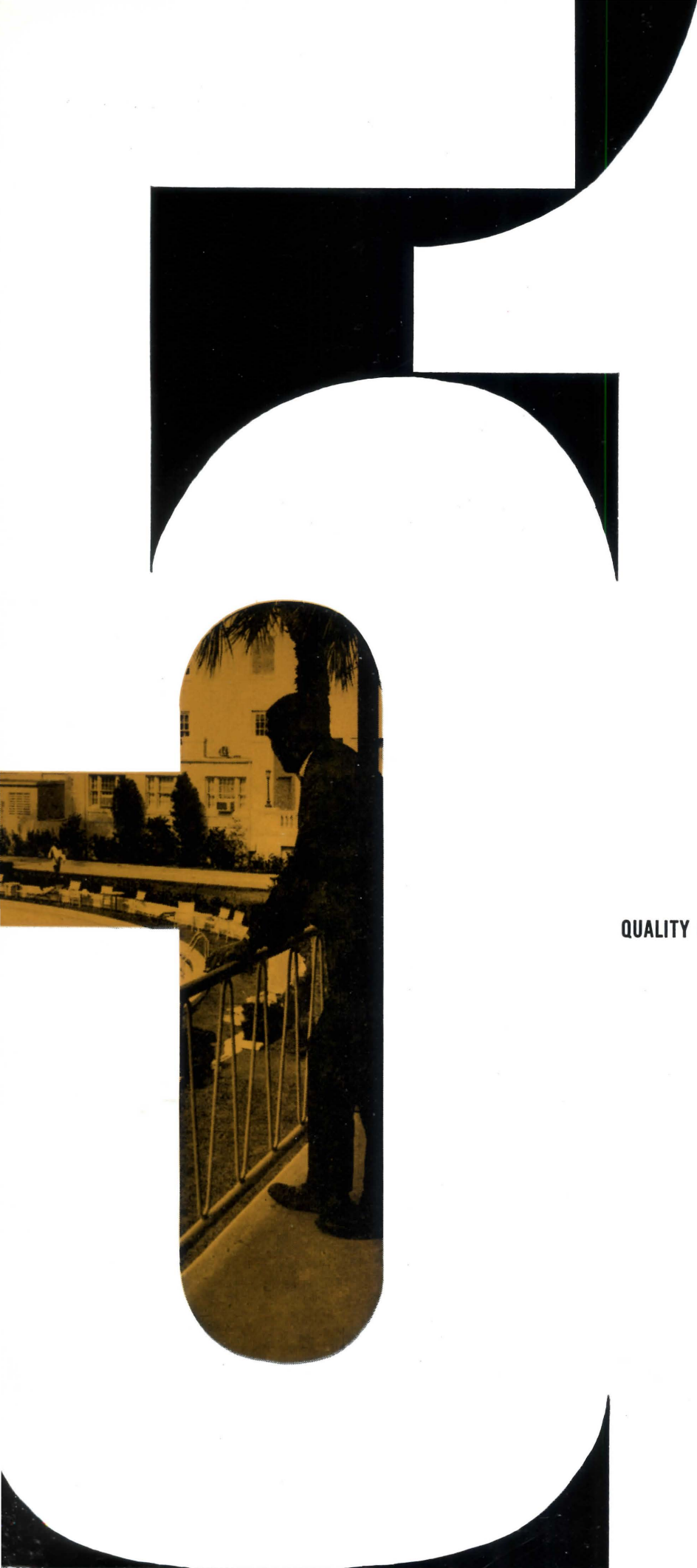
Merits Your Attention



The Florida Magazine Association announced recently that Florida Architect publication had received two awards in the annual statewide competition.

The Florida Architect was honored for General Excellence and also for the Best Column.

Judges' comments on issues presented included: "good composition" . . . "the writing is of high quality" . . . "the magazine is well suited for its audience" . . . "it conveys well the readers' activities."



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